

<i>SERFF Tracking Number:</i>	<i>UHLC-126372850</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>44016</i>
<i>Company Tracking Number:</i>	<i>TV250ST</i>		
<i>TOI:</i>	<i>MS05G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS05G.001 Plan A</i>
	<i>Plans</i>		
<i>Product Name:</i>	<i>MEDICARE SUPPLEMENT</i>		
<i>Project Name/Number:</i>	<i>DRTV SCRIPTS/TV250ST</i>		

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: MEDICARE SUPPLEMENT	SERFF Tr Num: UHLC-126372850	State: Arkansas
TOI: MS05G Group Medicare Supplement - Standard Plans	SERFF Status: Closed-Filed	State Tr Num: 44016

Sub-TOI: MS05G.001 Plan A	Co Tr Num: TV250ST	State Status: Filed-Closed
Filing Type: Advertisement	Author: Bobbie Walton	Reviewer(s): Stephanie Fowler
	Date Submitted: 11/06/2009	Disposition Date: 12/16/2009
		Disposition Status: Filed
Implementation Date Requested: On Approval		Implementation Date:

State Filing Description:

General Information

Project Name: DRTV SCRIPTS	Status of Filing in Domicile: Pending
Project Number: TV250ST	Date Approved in Domicile:
Requested Filing Mode: File & Use	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Group
Submission Type: New Submission	Group Market Size: Large
Overall Rate Impact:	Group Market Type: Association
Filing Status Changed: 12/16/2009	Explanation for Other Group Market Type:
	State Status Changed: 12/16/2009
Deemer Date:	Created By: Bobbie Walton
Submitted By: Bobbie Walton	Corresponding Filing Tracking Number:

Filing Description:

We enclose for your information and review, proof copies of advertising material for use in connection with the AARP group health insurance program. The enclosed advertising material is similar in format and content to advertising material previously approved by the Department on August 5, 2009, under our file number TV250 and DOI Number 42838.

These advertising commercials are invitations to inquire that will begin airing in 1st quarter 2010. The Policy Form Number GRP79171 GPS-1 will appear in the disclaimer paragraph on the attached television scripts. We have enclosed the scripts for your information. Please note that the component number of each advertisement will appear in the bottom left hand corner of the first screen. The changes have been highlighted for your convenience.

SERFF Tracking Number: UHLC-126372850 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 44016

Company Tracking Number: TV250ST

TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans

Product Name: MEDICARE SUPPLEMENT

Project Name/Number: DRTV SCRIPTS/TV250ST

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
680 Blair Mill Rd. 215-902-8444 [Phone]
Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut
450 Columbus Boulevard Group Code: 707 Company Type: Life and Health
PO Box 150450 Group Name: State ID Number:
Hartford, CT 06115-0450 FEIN Number: 36-2739571
(860) 702-5000 ext. [Phone]

Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No
Fee Explanation: \$25 PER COMPONENT - 9 COMPONENTS = \$225
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$225.00	11/06/2009	31840932

SERFF Tracking Number: UHLC-126372850 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 44016
Company Tracking Number: TV250ST
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans
Product Name: MEDICARE SUPPLEMENT
Project Name/Number: DRTV SCRIPTS/TV250ST

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	12/16/2009	12/16/2009

SERFF Tracking Number: UHLC-126372850 *State:* Arkansas
Filing Company: UnitedHealthcare Insurance Company *State Tracking Number:* 44016
Company Tracking Number: TV250ST
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans
Product Name: MEDICARE SUPPLEMENT
Project Name/Number: DRTV SCRIPTS/TV250ST

Disposition

Disposition Date: 12/16/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-126372850 *State:* Arkansas
Filing Company: UnitedHealthcare Insurance Company *State Tracking Number:* 44016
Company Tracking Number: TV250ST
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans
Product Name: MEDICARE SUPPLEMENT
Project Name/Number: DRTV SCRIPTS/TV250ST

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	TV SCRIPT	Filed	Yes
Form	TV SCRIPT	Filed	Yes
Form	TV SCRIPT	Filed	Yes
Form	TV SCRIPT	Filed	Yes
Form	TV SCRIPT	Filed	Yes
Form	TV SCRIPT	Filed	Yes
Form	TV SCRIPT	Filed	Yes
Form	TV SCRIPT	Filed	Yes
Form	TV SCRIPT	Filed	Yes

SERFF Tracking Number: UHLC-126372850 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 44016

Company Tracking Number: TV250ST

TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans

Product Name: MEDICARE SUPPLEMENT

Project Name/Number: DRTV SCRIPTS/TV250ST

Form Schedule

Lead Form Number: TV250ST

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Status						
Filed 12/16/2009	TV250ST	Advertising TV SCRIPT	Initial		45.000	TV250ST.pdf
Filed 12/16/2009	TV251ST	Advertising TV SCRIPT	Initial		45.000	TV251ST.pdf
Filed 12/16/2009	TV252ST	Advertising TV SCRIPT	Initial		45.000	TV252ST.pdf
Filed 12/16/2009	TV253ST	Advertising TV SCRIPT	Initial		45.000	TV253ST.pdf
Filed 12/16/2009	TV254ST	Advertising TV SCRIPT	Initial		45.000	TV254ST.pdf
Filed 12/16/2009	TV255ST	Advertising TV SCRIPT	Initial		45.000	TV255ST.pdf
Filed 12/16/2009	TV256ST	Advertising TV SCRIPT	Initial		45.000	TV256ST.pdf
Filed 12/16/2009 (9/09)	TV257ST	Advertising TV SCRIPT	Initial		45.000	TV257ST 9.09.pdf
Filed 12/16/2009 (9/09)	TV258ST	Advertising TV SCRIPT	Initial		45.000	TV258ST 9.09.pdf

TELEVISION SCRIPT

CLIENT	UnitedHealthcare
PRODUCT	AARP Medicare Supplement Insurance
TITLE	"Finish The Thought"
CODE	
LENGTH	:60
DATE	10-19-09

Page 1 of 6

VIDEO

AUDIO

1. Open on Actor 1 speaking to camera. **Actor 1:** Let me tell you about a very important phone call I made.

SUPER:

Call for a free guide

Toll-Free 1-XXX-XXX-XXXX

(hold throughout)

Component Code: TV250ST

2. Actor 1 speaking to camera. When I got my Medicare card...

Medicare card appears.

3. Actor 1 speaking to camera. **Actor 1:** I realized I needed an AARP Medicare Supplement Insurance card, too.

Medicare card moves up, making room for AARP Medicare Supplement card to appear beneath it.

4. **SUPER:** Medicare only pays up to 80% of Part B expenses
AVO: Medicare is one of the great things about turning 65, but it doesn't cover everything.
In fact, it only pays up to 80% of your Part B expenses.

Component Code: TV250ST

TELEVISION SCRIPT

CLIENT	UnitedHealthcare
PRODUCT	AARP Medicare Supplement Insurance
TITLE	"Finish The Thought"
CODE	
LENGTH	:60
DATE	10-19-09

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VIDEO

AUDIO

5. Cut to AARP Medicare Supplement card

LEGAL:

**This is a solicitation of insurance.
An agent may contact you.**

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

6. **SUPER:**
Medicare Supplement Insurance helps pay about 20% of Medicare Part B expenses

LEGAL:

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-4).

AVO:

If you're already on, or eligible for Medicare, call now to find out how an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company,

AVO:

helps cover some of the medical expenses not paid by Medicare Part B.

TELEVISION SCRIPT

CLIENT	UnitedHealthcare
PRODUCT	AARP Medicare Supplement Insurance
TITLE	"Finish The Thought"
CODE	
LENGTH	:60
DATE	10-19-09

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VIDEO

AUDIO

7. **SUPER:**
Medicare Supplement Insurance helps
you save up to thousands of dollars*

That can save you up to thousands of dollars.

TTY: XXX

Toll-Free 1-XXX-XXX-XXXX

LEGAL:

*Medicare Payment Advisory
Commission (MedPAC) *A Data
Book: Healthcare spending and the
Medicare Program*, June 2008.
<[http://www.medpac.gov/documents/
Jun08DataBook_Entire_report.pdf](http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf)>
(15 Jan, 2009) p. 63,65

8. **SUPER:**
The Medicare Supplement Plans

These are the only Medicare supplement insurance plans

Call for a free guide

Toll-Free 1-XXX-XXX-XXXX

TELEVISION SCRIPT

CLIENT	UnitedHealthcare
PRODUCT	AARP Medicare Supplement Insurance
TITLE	"Finish The Thought"
CODE	
LENGTH	:60
DATE	10-19-09

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VIDEO

AUDIO

9. **SUPER:** ...exclusively endorsed by AARP.
The Medicare Supplement Plans
endorsed by AARP®

LEGAL:

The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare Insurance Company pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

10. Information kit appears. When you call now...

AARP Medicare Supplement Plans
logo

CHECKBOX: call now

LEGAL:

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

TELEVISION SCRIPT

CLIENT	UnitedHealthcare
PRODUCT	AARP Medicare Supplement Insurance
TITLE	"Finish The Thought"
CODE	
LENGTH	:60
DATE	10-19-09

Page 5 of 6

VIDEO

AUDIO

11. The Medicare Basics guide replaces the information kit onscreen.

you'll get this free information kit and guide to understanding Medicare.

SUPER:

Get a FREE guide to understanding Medicare

LEGAL:

All plans may not be available in your state/area.

12. Cut to Actor 1 speaking to camera.

Actor 1: I can keep my own doctor and choose my own hospital.

SUPER:

Like All Medicare Supplement Plans:

CHECKBOX: keep my own doctor and hospital that accepts Medicare

13. Cut to Actor 2 speaking to camera.

Actor 2: and I don't need a referral to see a specialist.

CHECKBOX: no referrals

LEGAL:

AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

TELEVISION SCRIPT

CLIENT	UnitedHealthcare
PRODUCT	AARP Medicare Supplement Insurance
TITLE	"Finish The Thought"
CODE	
LENGTH	:60
DATE	10-19-09

Page 6 of 6

VIDEO

AUDIO

14. Field of red fades in.


SUPER:

Get a FREE guide to understanding Medicare

SUPER:

Insured by UnitedHealthcare Insurance Company

SUPER:

CALL NOW TOLL-FREE
AARP Medicare Supplement Insurance Plans 

LEGAL:

In some states, plans may be available to persons eligible for Medicare by reason of disability. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

Component Code: TV250ST

AVO: As with all Medicare Supplement Plans, you can keep your own doctor and hospital that accepts Medicare and help pay for what Medicare doesn't. Call this toll-free number now to get your free information kit and guide to understanding Medicare.

TELEVISION SCRIPT

JOB # UHADMS60004

CLIENT	UnitedHealthcare
PRODUCT	Medicare Supplement Insurance
TITLE	Finish the Thought
CODE	
LENGTH	:120 REVISED
DATE	10-19-09

Page 1

VIDEO

AUDIO

- | | |
|--|--|
| 1. Open on Actor 1 speaking to camera. | Actor 1: Let me tell you about a very important phone call I made. |
| SUPER:
Call for a free guide
Toll-Free 1-XXX-XXX-XXXX
(hold throughout) | |
| Component Code: TV251ST | |
| 2. Actor 1 speaking to camera. | When I got my Medicare card... |
| Medicare card appears. | |
| 3. Actor 1 speaking to camera. | Actor 1: I realized I needed an AARP Medicare Supplement Insurance card too. |
| Medicare card moves up, making room for AARP Medicare Supplement card to appear beneath it. | |
| 4. SUPER:
Medicare only pays up to 80% of Part B expenses | AVO:
Medicare is one of the great things about turning 65, but it doesn't cover everything.
In fact, it only pays up to 80% of your Part B expenses. |
| 5. Cut to AARP Medicare Supplement card | AVO:
If you're already on, or eligible for Medicare, call now to find out how an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, |
| LEGAL:
This is a solicitation of insurance.
An agent may contact you. | |
| AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors. | |

TV251ST

TELEVISION SCRIPT

JOB # UHADMS60004

CLIENT	UnitedHealthcare
PRODUCT	Medicare Supplement Insurance
TITLE	Finish the Thought
CODE	
LENGTH	:120 REVISED
DATE	10-19-09

Page 2

VIDEO

AUDIO

- | VIDEO | AUDIO |
|--|--|
| <p>6. SUPER:
Medicare Supplement Insurance helps pay about 20% of Medicare Part B expenses</p> <p>LEGAL:
Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-4).</p> | <p>helps cover some of the medical expenses not paid by Medicare Part B.</p> |
| <p>7. SUPER:
Medicare Supplement Insurance helps you</p> | <p>That can save you from paying up to</p> |
| <p>8. SUPER:
save up to thousands of dollars in out-of-pocket costs*</p> <p>(TTY: XXX)
Toll-Free 1-XXX-XXX-XXXX</p> <p>LEGAL:
*Medicare Payment Advisory Commission (MedPAC) <i>A Data Book: Healthcare spending and the Medicare Program</i>, June 2008.
<http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf>
(15 Jan, 2009) p. 63,65</p> | <p>thousands of dollars out of your own pocket.</p> |

TELEVISION SCRIPT

JOB # UHADMS60004

CLIENT	UnitedHealthcare
PRODUCT	Medicare Supplement Insurance
TITLE	Finish the Thought
CODE	
LENGTH	:120 REVISED
DATE	10-19-09

Page 3

VIDEO	AUDIO
9. SUPER: The Medicare Supplement Plans Call for a free guide Toll-Free 1-XXX-XXX-XXXX	These are the only Medicare supplement insurance plans...
10. SUPER: The Medicare Supplement Plans endorsed by AARP® LEGAL: The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare Insurance Company pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.	exclusively endorsed by AARP.
11. AARP Medicare Supplement Plans logo CHECKBOX: call now LEGAL: All plans may not be available in your state/area.	When you call now...

TELEVISION SCRIPT

JOB # UHADMS60004

CLIENT	UnitedHealthcare
PRODUCT	Medicare Supplement Insurance
TITLE	Finish the Thought
CODE	
LENGTH	:120 REVISED
DATE	10-19-09

Page 4

VIDEO	AUDIO
12. Information kit appears. CHECKBOX: for a free information kit LEGAL: Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.	you'll get this free information kit with all you need to enroll...
13. Information kit contents fan out. CHECKBOX: 2.8 million insured members LEGAL: Based on 2008 UnitedHealthcare Insurance Company Internal Data. https://www.aarphealthcare.com/statistics	so you can join the millions of people who have already put their trust in AARP Medicare Supplement Insurance.
14. SUPER: Get a FREE guide to understanding Medicare	Plus, you'll get this free guide to understanding Medicare.
15. Cut to Actor 3 speaking to camera. CHECKBOX: competitively priced	Actor 3: The prices are competitive...
16. Cut to Actor 1 speaking to camera. SUPER: Like All Medicare Supplement Plans: CHECKBOX: keep my own doctor that accepts Medicare	Actor 1: I can keep my own doctor ...

TELEVISION SCRIPT

JOB # UHADMS60004

CLIENT	UnitedHealthcare
PRODUCT	Medicare Supplement Insurance
TITLE	Finish the Thought
CODE	
LENGTH	:120 REVISED
DATE	10-19-09

Page 5

VIDEO	AUDIO
17. Cut to Actor 2 speaking to camera. CHECKBOX: no referrals	Actor 2: and I don't need a referral to see a specialist.
18. SUPER: You don't have to be an AARP member to Call now toll-free! LEGAL: This is a group Medicare Supplement policy and you must be an AARP member to purchase this product.	AVO: Call now... to get a free information kit...
19. The Medicare Guide slides into frame. SUPER: Get a FREE guide to understanding Medicare. LEGAL: AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.	plus you'll get this free guide to understanding Medicare. And the advantages don't end there.
20. CHECKBOX: a range of plans CHECKBOX: competitively priced	Choose from a range of Medicare Supplement plans that are all competitively priced. We have a plan for almost everyone, so you could find one that fits your needs and budget.

TELEVISION SCRIPT

JOB # UHADMS60004

CLIENT	UnitedHealthcare
PRODUCT	Medicare Supplement Insurance
TITLE	Finish the Thought
CODE	
LENGTH	:120 REVISED
DATE	10-19-09

Page 6

VIDEO	AUDIO
21. CHECKBOX: virtually no claim forms CHECKBOX: the only Medicare supplement plans endorsed by AARP	With all Medicare Supplement plans, there are virtually no claim forms to fill out. Plus you can keep your own doctor and hospital that accepts Medicare. And best of all, these plans are the only Medicare Supplement plans endorsed by AARP.
22. Cut to Actor 2 speaking to camera.	Actor 2: When they told me these plans were endorsed by AARP...
23. Cut to Actor 3 speaking to camera.	Actor 3: I had only one thing to say...
24. Cut to Actor 1 speaking to camera.	Actor 1: sign me up.
25. Field of red fades in. SUPER: Medicare Supplement Insurance Call now to find out more! (TTY: XXX) LEGAL: In some states, plans may be available to persons eligible for Medicare by reason of disability. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.	AVO: Call the number on your screen now and find out about an AARP Medicare Supplement Insurance Plan.
26. SUPER: Insured by UnitedHealthcare Insurance Company SUPER: Get a FREE guide to understanding Medicare	You'll get this free information kit and guide to understanding Medicare, to help you choose the plan that's right for you.

TELEVISION SCRIPT

JOB # UHADMS60004

CLIENT	UnitedHealthcare
PRODUCT	Medicare Supplement Insurance
TITLE	Finish the Thought
CODE	
LENGTH	:120 REVISED
DATE	10-19-09

Page 7

VIDEO

AUDIO

27. **SUPER:**
CALL TOLL-FREE NOW
1-XXX-XXX-XXXX

AARP Medicare Supplement Plans
logo

CODE: TV251ST

As with all Medicare Supplement Plans, you can keep your own doctor and hospital that accepts Medicare, get help paying for what Medicare doesn't, and save up to thousands of dollars. Call this toll-free number now.

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP
PRODUCT	Medicare Supplement Insurance
TITLE	"This Card's Great" REVISED
CODE	
LENGTH	:120
DATE	10/19/09, JM/MM

Page 1

VIDEO

AUDIO

1. Open on spokesperson holding card.
He speaks to camera in environment.

SFX: Music under throughout.

MAN:

SUPER:

Call for a free guide

Toll-Free 1-XXX-XXX-XXXX

TTY #: XXX

(Hold #/offer as much as possible)

(Rotate super: Apply anytime)

AARP Medicare Supplement

Insurance Plans logo

THIS is the AARP Medicare Supplement Insurance Plan card.

Component Code: TV252ST

2. Close-up Announcer.
3. Transition with card to man who is
now in a theater.

Wherever you go...

...NATIONWIDE... your coverage travels with you.

SUPER:

Coverage Travels Nationwide with
all Medicare Supplement plans

CODE: TV252ST

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP
PRODUCT	Medicare Supplement Insurance
TITLE	"This Card's Great" REVISED
CODE	
LENGTH	:120
DATE	10/19/09, JM/MM

Page 2

VIDEO

AUDIO

4. Close-up of AARP Medicare Supplement Insurance Plan Card

SUPER:

Insured by UnitedHealthcare Insurance Company

LEGAL:

This is a solicitation of insurance.

An agent may contact you.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

5. **SUPER:**
Range of plans
Keep your own doctor
Nationwide coverage

LEGAL:

In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.

6. Show kit.

SUPER:

Call now for a free kit

LEGAL:

Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

ANNCR:

And that's just ONE of the MANY reasons you need a card like this. With **all** Medicare Supplement Insurance Plans,

you can choose from a range of plans...

keep your relationship with your own doctor that accepts

Medicare...

and feel secure with coverage that travels nationwide.

If you're turning 65 or older, OR you've already enrolled in a

Medicare Supplement plan, call now for this free information kit

and guide to understanding Medicare...

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP
PRODUCT	Medicare Supplement Insurance
TITLE	"This Card's Great" REVISED
CODE	
LENGTH	:120
DATE	10/19/09, JM/MM

Page 3

VIDEO

AUDIO

7. New Kit ...to help you navigate today's complex healthcare environment.

LEGAL:

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4).

8. Wooded scenery.

SUPER:

AARP Medicare Supplement Insurance Plans logo

LEGAL:

Based on 2008 UnitedHealthcare Insurance Company Internal Data.
<http://www.aarphealthcare.com/statistics>

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare Insurance Company pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.

Discover why AARP Medicare Supplement Plans -- insured by

UnitedHealthcare Insurance Company -- are the choice of millions

of Americans and exclusively endorsed by AARP -- an

organization that's all about life after 50.

As with all Medicare Supplement plans, these help cover some of

your medical expenses not paid by Medicare alone.

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP
PRODUCT	Medicare Supplement Insurance
TITLE	"This Card's Great" REVISED
CODE	
LENGTH	:120
DATE	10/19/09, JM/MM

Page 4

VIDEO

AUDIO

-
- | | | |
|-----|---|--|
| 9. | SUPER:
Save Up To Thousands of Dollars*

Choose Any Doctor Or Hospital
That Accepts Medicare

Apply Year-Round

LEGAL:
*Medicare Payment Advisory
Commission (MedPAC). <i>A Data
Book: Healthcare spending and the
Medicare Program</i> , June 2008.
http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf
(15 Jan, 2009) p. 63,65. | This could save you up to thousands of dollars out of your own

pocket. Plus you can choose any doctor or hospital in the U.S. that

accepts Medicare...and apply anytime year-round. So call now. |
| 10. | Close-up of Man.

SUPER:
with all Medicare Supplement plans

SUPER:
Virtually No Claim Forms
No Specialist Referrals

LEGAL:
Not connected with or endorsed by
the U.S. Government or the
Federal Medicare Program. | MAN:

Look, want to do away with almost all claim forms?

Like the sound of no referrals needed to see a specialist? |
| 11. | Close-up of card | You get all that, too. |
| 12. | Man golfing. | ANNCR:

Medicare supplement insurance is important. |

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP
PRODUCT	Medicare Supplement Insurance
TITLE	"This Card's Great" REVISED
CODE	
LENGTH	:120
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Page 5

VIDEO

AUDIO

-
- | | |
|--|--|
| 13. Golf footage. | And finding the right coverage for you can be really challenging. |
| SUPER:
AARP Medicare Supplement Plans logo | That's why the legwork's been done for you. |
| 14. Information kit and guide | So feel great about making a smart, informed decision...and call |
| SUPER:
Call For Free Kit & Guide | now to get your free information kit and guide to understanding |
| LEGAL:
AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs. | Medicare. |
| 15. He makes a transition and he's on the beach. | Discover a range of Medicare Supplement plans... |
| SUPER:
Full Range of Plans
Keep Your Own Doctor
Nationwide Coverage | ... that lets you keep your relationship with your own doctor who accepts Medicare... and offers coverage that travels nationwide. |
| 16. Spokesperson at the beach. card | MAN: |
| SUPER:
AARP Medicare Supplement Insurance Plans | Yep... this is one <u>great</u> card. |

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP
PRODUCT	Medicare Supplement Insurance
TITLE	"This Card's Great" REVISED
CODE	
LENGTH	:120
DATE	10/19/09, JM/MM

Page 6

VIDEO

AUDIO

17. Information kit and guide

Call for a free guide

Toll-Free 1-XXX-XXX-XXXX

AARP Medicare Supplement
Insurance Plans logo

Component Code: TV252ST

AVO: Call the toll-free number on your screen now for this free
information kit and guide to understanding Medicare. Call the
number on your screen now.

TELEVISION SCRIPT

CLIENT	UnitedHealthcare
PRODUCT	Medicare Supplement Insurance
TITLE	"This Card's Great"
CODES	
LENGTH	:60
DATE	10/19/09

Page 1 of 5

VIDEO

AUDIO

1. Open on spokesperson holding card.
He speaks to camera in environment.

SUPER:

Call for a free guide

Toll-Free 1-XXX-XXX-XXXX

TTY #: XXX

(Hold #/offer as much as possible)

(Rotate super: Apply anytime)

AARP Medicare Supplement

Insurance Plans logo

Component Code: TV253ST

2. Close-up of Announcer.
3. Transition with card to man who is
now in a theater.

SUPER:

Coverage Travels Nationwide with
all Medicare Supplement plans

SFX: Music under throughout.

MAN:

THIS is the AARP Medicare Supplement Insurance Plan card.

Wherever you go...

...NATIONWIDE...your coverage travels with you.

Code: TV253ST

TELEVISION SCRIPT

CLIENT	UnitedHealthcare
PRODUCT	Medicare Supplement Insurance
TITLE	"This Card's Great"
CODES	
LENGTH	:60
DATE	10/19/09

Page 2 of 5

VIDEO	AUDIO
<p>4. Close-up of AARP Medicare Supplement Insurance Plan Card</p> <p>SUPER: Insured by UnitedHealthcare Insurance Company</p> <p>LEGAL: This is a solicitation of insurance. An agent may contact you. AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.</p>	<p>ANNCR:</p> <p>And that's just ONE of the MANY reasons you need a card like this. With all Medicare Supplement Insurance Plans,</p>
<p>5. SUPER: Range of plans Keep your own doctor</p> <p>LEGAL: In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.</p>	<p>you can choose from a range of plans and keep your relationship with your own doctor that accepts Medicare.</p>
<p>6. Show kit.</p> <p>SUPER: For People 65 and up</p> <p>LEGAL: Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>	<p>If you're turning 65 or older, OR you've already enrolled in a Medicare Supplement plan, call now for this free guide to understanding Medicare and information kit on AARP Medicare Supplement plans -- insured by UnitedHealthcare Insurance Company.</p>

TELEVISION SCRIPT

CLIENT	UnitedHealthcare
PRODUCT	Medicare Supplement Insurance
TITLE	"This Card's Great"
CODES	
LENGTH	:60
DATE	10/19/09

Page 3 of 5

VIDEO	AUDIO
<p>7. Wooded Scenery</p> <p>LEGAL: The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare Insurance Company pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.</p>	<p>As with all Medicare Supplement plans, these help cover some of your medical expenses not paid by Medicare alone.</p>
<p>8. SUPER: Save Up To Thousands of Dollars*</p> <p>LEGAL: *Medicare Payment Advisory Commission (MedPAC). <i>A Data Book: Healthcare spending and the Medicare Program</i>, June 2008. http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf (15 Jan, 2009) p. 63,65.</p>	<p>This could save you up to thousands of dollars.</p>

TELEVISION SCRIPT

CLIENT	UnitedHealthcare
PRODUCT	Medicare Supplement Insurance
TITLE	"This Card's Great"
CODES	
LENGTH	:60
DATE	10/19/09

Page 4 of 5

VIDEO	AUDIO
<p>9. Close-up of Man.</p> <p>SUPER: with all Medicare Supplement plans</p> <p>SUPER: Virtually No Claim Forms No Specialist Referrals</p> <p>LEGAL: Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4).</p>	<p>MAN:</p> <p>Look, want to do away with almost all claim forms?</p> <p>Like the sound of no referrals needed to see a specialist?</p>
<p>10. Close-up of card</p> <p>SUPER: Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.</p>	<p>You get all that too.</p>

TELEVISION SCRIPT

CLIENT	UnitedHealthcare
PRODUCT	Medicare Supplement Insurance
TITLE	"This Card's Great"
CODES	
LENGTH	:60
DATE	10/19/09

Page 5 of 5

VIDEO	AUDIO
<p>11. SUPER: AARP Medicare Supplement Insurance Plans</p> <p>SUPER: Call For Free Kit & Guide Toll-Free 1-XXX-XXX-XXXX (TTY: XXX)</p> <p>LEGAL: AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.</p>	<p>ANNCR:</p> <p>Call now to get your free information kit and guide to understanding Medicare.</p>
<p>12. Spokesperson at the beach with card</p> <p>SUPER: AARP Medicare Supplement Insurance Plans</p>	<p>MAN:</p> <p>Yep... this is one <u>great</u> card.</p>
<p>13. Free Information Kit and Medicare Guide</p> <p>AARP Medicare Supplement Insurance Plans logo</p> <p>SUPER: Call Now Toll-Free 1-XXX-XXX-XXXX</p> <p>Component Code: TV253ST</p>	<p>AVO: Call this toll-free number now for this free information kit and Medicare Guide.</p>

TELEVISION SCRIPT

JOB # _____

CLIENT	UnitedHealthcare Group
PRODUCT	AARP Medicare Supplement Insurance
TITLE	Cover Yourself REVISED
CODE	
LENGTH	:60
DATE	10/19/09

Page 1

VIDEO

AUDIO

1. Open spot with graphic supers:

‘MEDICARE It doesn’t cover everything’

SUPER:

Call For Free Guide

Toll-Free 1-XXX-XXX-XXXX

TTY #: XXX

(hold offer throughout)

CODE: TV254ST

2. ‘MEDICARE’ super drops down over the words ‘It doesn’t cover everything’

3. The word ‘EVERYTHING’ moves forward and slides past the camera until the type is gone.

4. Grey bar drops down revealing AARP Medicare Supplement Insurance Plans

5. Logo grows larger.

LEGAL:

This is a solicitation of insurance.

An agent may contact you.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

CODE: TV254ST

Medicare...

It doesn’t cover everything.

And what it doesn’t cover can cost you some money.

That’s why you should consider

an AARP Medicare Supplement Insurance Plan insured by

UnitedHealthcare Insurance Company.

TELEVISION SCRIPT

JOB # _____

CLIENT	UnitedHealthcare Group
PRODUCT	AARP Medicare Supplement Insurance
TITLE	Cover Yourself REVISED
CODE	
LENGTH	:60
DATE	10/19/09

Page 2

VIDEO	AUDIO
<p>6. Previous scene is covered by grey bar emerging from bottom of screen with</p> <p>SUPER: Save Up To Thousands Of Dollars*</p> <p>LEGAL: *Medicare Payment Advisory Commission (MedPAC). <i>A Data Book: Healthcare spending and the Medicare Program</i>, June 2008. http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf (15 Jan, 2009) p. 63,65.</p>	<p>All Medicare Supplement insurance plans can help pay some of what Medicare doesn't, so you could save thousands of dollars in out of pocket expenses.</p>
<p>7. Previous scene moves left revealing brochure with</p> <p>SUPER: Free Information Kit and Medicare Guide</p> <p>LEGAL: In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>	<p>Call now for this free information kit and Medicare guide.</p> <p>If you're turning 65 or you're already on Medicare</p>
<p>8. Cut to AARP Medicare Supplement Insurance Plans card. Card moves towards camera and to the right until almost off screen.</p>	<p>you should know about this card- it's the only one of its kind</p>

TELEVISION SCRIPT

JOB # _____

CLIENT	UnitedHealthcare Group
PRODUCT	AARP Medicare Supplement Insurance
TITLE	Cover Yourself REVISED
CODE	
LENGTH	:60
DATE	10/19/09

Page 3

VIDEO

AUDIO

9. Card moves off screen revealing new scene from left side of frame.

LEGAL:

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare Insurance Company pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.

10. Pan over stethoscope.

SUPER:

All Medicare Supplement plans let you:

SUPER:

Keep Your Doctor

TTY #: XXX

LEGAL:

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

11. Camera pans to right.

SUPER:

Keep Your Hospital

TTY #: XXX

endorsed by AARP; see if it's right for you.

All Medicare Supplement plans let you keep your own doctor,

or hospital that accepts Medicare.

TELEVISION SCRIPT

JOB # _____

CLIENT	UnitedHealthcare Group
PRODUCT	AARP Medicare Supplement Insurance
TITLE	Cover Yourself REVISED
CODE	
LENGTH	:60
DATE	10/19/09

Page 4

VIDEO	AUDIO
12. SUPER: No Networks No Referrals Needed	There are no networks and no referrals needed.
13. 'Save thousands of dollars' fills frame and slides past camera.	Help protect yourself from some of what Medicare doesn't pay and
14. Type reads 'Save Up To Thousands Of Dollars'.	save up to thousands of dollars in potential out of pocket expenses with
LEGAL: Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4).	
15. Grey bar drops down revealing AARP Medicare Supplement Insurance Plans logo.	an AARP Medicare Supplement Insurance Plan insured by UnitedHealthcare Insurance Company.
16. Logo flips revealing brochure.	Call this toll-free number on your screen now for this free information kit, including this Medicare Guide and customized rate quote.
SUPER: Free Information Kit and Medicare Guide LEGAL: AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.	
CODE: TV254ST	

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:120
DATE	10/19/09 JM/MM

Page 1

VIDEO

AUDIO

1. Open on shot at bowling alley. One of two ladies has just picked up a spare, as Jack high-fives her.

Component Code: TV255ST

2. Cut to freeze-frame on Jack.

3. Cut to Jack stepping up to line and concentrating on shot.

SUPER:

Call for a free guide

Toll-Free 1-XXX-XXX-XXXX

Phone number & offer will be on bottom of screen throughout the commercial

4. Cut ball knocking down 8 pins leaving the 7-10 split and revealing super.

SUPER:

Medicare Part B pays about 80%

TTY:XXX

SFX: Energetic music under throughout.

ANNCR: Meet Jack.

Recently turned 65. Glad he's now got Medicare on his side.

ANNCR: But Jack knows that Medicare doesn't take care of everything.

In fact, Part B only pays **about** 80% of medical expenses.

Component Code: TV255ST

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:120
DATE	10/19/09 JM/MM

Page 2

VIDEO	AUDIO
<p>5. Cut to ball return.</p> <p>SUPER: Show AARP Medicare Supplement Insurance card</p> <p>Medicare Supplement Insurance</p> <p>UnitedHealthcare Insurance Company logo</p> <p>LEGAL: This is a solicitation of insurance. An agent may contact you. AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.</p>	<p>So, he got himself an AARP Medicare Supplement Insurance Plan—insured by UnitedHealthcare Insurance Company.</p> <p>Yep, when it comes to Jack's health, it's all about team effort.</p> <p>FRIENDS:</p> <p>Hey pick it up! Come on Jack!</p>

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:120
DATE	10/19/09 JM/MM

Page 3

VIDEO

AUDIO

6. Cut to WS as Jack throws his second ball. Shot freezes on Jack in stride. Oversized AARP Medicare Supplement card featuring Jack's name appears.

SUPERS:

Card with name
Keep your own doctor who accepts Medicare

Stay on budget

LEGAL:

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). All plans may not be available in your state/area.

7. Cut to ball picking up 7-10 split and obliterates Super.

SUPER:

Helps with some of what Medicare doesn't

LEGAL:

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

AVO:

All Medicare supplement plans let you keep your own doctor who accepts Medicare, help you budget medical costs,

and pick up some of what Medicare doesn't,

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:120
DATE	10/19/09 JM/MM

Page 4

VIDEO	AUDIO
<p>8. Cut to Jack getting high fives around.</p> <p>SUPER: Save up to thousands of dollars*</p> <p>LEGAL: *Medicare Payment Advisory Commission (MedPAC). <i>A Data Book: Healthcare spending and the Medicare Program</i>, June 2008. <http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf> (15 Jan, 2009) p. 63, 65.</p>	<p>—potentially saving you up to thousands of dollars out of your own pocket. Smart choice.</p>
<p>9. Show kit.</p> <p>SUPER: Call now for a free kit</p> <p>LEGAL: The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare Insurance Company pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.</p>	<p>If you're turning 65 or are 65 already, call now for this free information kit and guide to understanding Medicare, and learn more about an AARP Medicare Supplement Insurance Plan, the only plans exclusively endorsed by AARP.</p>
<p>10. Cut to overhead of ball return.</p> <p>SUPER: Range of plans</p>	<p>Choose from a range of plans to help meet your personal needs...</p>

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:120
DATE	10/19/09 JM/MM

Page 5

VIDEO

AUDIO

11. Hand comes in to take ball.

SUPER:

Competitive prices

12. Cut to Marcy chatting with some ladies. Camera freezes for supers. Oversized AARP Medicare Supplement Insurance card featuring Marcy's name appears.

SUPERS:

Card with name

Helpful customer service

The name AARP

AARP Medicare Supplement Insurance logo

LEGAL:

Based on 2008 UnitedHealthcare Insurance Company Internal Data.

<https://www.aarphealthcare.com/statistics>

13. Cut to Paul bowling.

SUPER:

Oversized AARP Medicare Supplement Insurance featuring Paul's name appears.

No networks

No referrals to see a specialist

LEGAL:

AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

and competitive pricing to help meet your budget.

You'll receive helpful service you can count on and the winning feeling that comes from the name AARP.

That's why no matter who you are, if you're on Medicare, you should consider an AARP Medicare Supplement Insurance Plan.

AVO:

All Medicare Supplement plans travel with you nationwide, with no networks, and no referrals to see a specialist,

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:120
DATE	10/19/09 JM/MM

Page 6

VIDEO	AUDIO
14. Cut to group congratulating Paul.	
15. Cut to Paul and shot of group.	So call now, see for yourself.
LEGAL: Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations. In some states, plans may be available to persons eligible for Medicare by reason of disability.	
16. Cut to overhead shot of bowling alley. Feature three lanes for Supers.	AVO: Medicare Supplement plans let you
SUPER: Keep your own doctor or hospital Help budget your costs Save up to thousands of dollars	keep your own doctor or hospital, help you budget your medical costs, and save up to thousands of dollars out-of-pocket.
17. Cut to Jack picking up ball.	Do as Jack and millions of others have done: get an AARP
Shot of kit.	Medicare Supplement Insurance plan.
SUPER: Insured by UnitedHealthcare Insurance Company	
LEGAL: Based on 2008 UnitedHealthcare Insurance Company Internal Data. https://www.aarphealthcare.com/statistics	
18. Cut to Jack bowling. Freeze frame.	Because when it comes to Medicare, it's easy to see Jack is on a roll.

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:120
DATE	10/19/09 JM/MM

Page 7

VIDEO	AUDIO
19. Cut to kit. SUPER: Free Customized Quote TTY: XXX SUPER: AARP Medicare Supplement Insurance logo	Call now and get your free information kit, guide to understanding Medicare, and free customized quote. AARP Medicare Supplement Insurance Plans.
20. SUPER: Call for a free guide Toll-Free 1-XXX-XXX-XXXX Show kit. AARP Medicare Supplement Insurance logo Component Code: TV255ST	AVO: Call this toll-free number now to find out about an AARP Medicare Supplement Insurance Plan. We'll send you this free guide to understanding Medicare, to help you choose the plan that's right for you. Call the number on your screen now.

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:60
DATE	10/19/09

Page 1

VIDEO

AUDIO

1. Open on shot at bowling alley. One of two ladies has just picked up a spare, as Jack high-fives her.

Component Code: TV256ST

2. Cut to freeze-frame on Jack.
3. Cut to Jack stepping up to line and concentrating on shot.

SUPER:

Call for a free guide

Toll-Free 1-XXX-XXX-XXXX

Phone number & offer will be on bottom of screen throughout the commercial

4. Cut to ball knocking down 8 pins leaving the 7-10 split and revealing super.

SUPER:

Medicare Part B pays about 80%

TTY: XXX

Component Code: TV256ST

SFX: Energetic music under throughout.

ANNCR: Meet Jack.

Recently turned 65. Glad he's now got Medicare on his side.

ANNCR: But Jack knows that Medicare Part B...

pays only **about** 80% of medical expenses.

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:60
DATE	10/19/09

Page 2

VIDEO	AUDIO
<p>5. Cut to ball return.</p> <p>Show AARP Medicare Supplement Insurance card</p> <p>SUPER: UnitedHealthcare Insurance Company logo</p> <p>LEGAL: This is a solicitation of insurance. An agent may contact you.</p> <p>AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.</p> <p>Ball rolls out.</p>	<p>So, he got himself an AARP Medicare Supplement Insurance Plan—insured by UnitedHealthcare Insurance Company.</p>
<p>6. Cut to Wide Screen as Jack throws his second ball. Shot freezes on Jack in stride.</p> <p>SUPER: AARP Medicare Supplement Card with name</p> <p>SUPER: Keep your own doctor who accepts Medicare Stay on budget</p>	<p>All Medicare supplement plans let you keep your own doctor who accepts Medicare, help you budget medical costs</p>

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:60
DATE	10/19/09

Page 3

VIDEO	AUDIO
7. Cut to ball picking up 7-10 split and obliterates Super. SUPER: Helps with some of what Medicare doesn't	and pick up some of what Medicare doesn't,
8. Cut to Jack getting high fives around. SUPER: Save up to thousands of dollars* LEGAL: *Medicare Payment Advisory Commission (MedPAC). <i>A Data Book: Healthcare spending and the Medicare Program</i> , June 2008. < http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf > (15 Jan, 2009) p. 63, 65.	—potentially saving you up to thousands of dollars out of your own pocket.
9. Show kit. SUPER: Call now for a free kit. LEGAL: Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). All plans may not be available in your state/area.	If you're turning 65 or are 65 already, call now for this free information kit and guide to understanding Medicare. Learn more about AARP Medicare Supplement Insurance...

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:60
DATE	10/19/09

Page 4

VIDEO

AUDIO

10. Cut to overhead of ball return.

SUPER:

Range of plans

LEGAL:

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare Insurance Company pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

11. Hand comes in to take ball.

SUPER:

Competitive prices

LEGAL:

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

12. Cut to Marcy chatting with some ladies. Camera freezes for supers. Oversized AARP Medicare Supplement card featuring Marcy SUPERS: Card with name Helpful customer service The name AARP

and its range of coverage options,

competitive pricing,

and helpful service you can count on.

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:60
DATE	10/19/09

Page 5

VIDEO

AUDIO

13. Cut to Jack picking up ball.

SUPER:

AARP Medicare Supplement
Insurance logo

SUPER:

Insured by UnitedHealthcare
Insurance Company

LEGAL:

Based on 2008 UnitedHealthcare
Insurance Company Internal Data.
<https://www.aarphealthcare.com/statistics>

AARP does not recommend health
related products, services, insurance
and programs. You are strongly
encouraged to evaluate your needs.

14. Cut to Jack bowling. Freeze frame.

LEGAL:

Call to receive complete information
including benefits, costs, eligibility
requirements, exclusions and
limitations. In some states, plans
may be available to persons eligible
for Medicare by reason of disability.

So call now, just like Jack and millions of others have done.

Because when it comes to Medicare,
we should all be on a roll.

TELEVISION SCRIPT

JOB # _____

CLIENT	AARP/UnitedHealth Group
PRODUCT	Medicare Supplement Insurance
TITLE	"Bowling Night"
CODE	
LENGTH	:60
DATE	10/19/09

Page 6

VIDEO

AUDIO

15. Cut to kit.

SUPER:

Call for a free guide.

AARP Medicare Supplement
Insurance logo

TTY: XXX

Component Code: TV256ST

AVO:

Call this toll-free number now for your free information kit
and guide to understanding Medicare. Call the number on
your screen now.

Client: AARP/ UnitedHealth Group
Product: Medicare Supplement Insurance
Title: "All About Freedom"
Length: :120 Rebrand (National)
Rev #:
Job #: 93-45000-001
Date: 10/15/09
Page: 1 of 3

ISCI #: TBD
Producer:
Master:
Record Place/Date:
Edit Place/Date:
V/O Talent:
OC Talent:
Music:
Singer:

VIDEO

COMPONENT CODE: **TV257ST (9/09)**
(in lower left for first and last 5 seconds)

1. OPEN ON MONTAGE OF OLD FOOTAGE FROM THE 60s. WE SEE A YOUNG GUY AND HIS GIRLFRIEND IN A VW BUS.

2. THEN DISSOLVE TO THE SAME GUY AND HIS WIFE AT AGE 65. THEY NOW HAVE A MORE DELUXE VERSION OF A VW CAMPER.

LEGAL: This is a solicitation of insurance. An agent may contact you.

3. THEY ALSO HAVE A COUPLE OF GRANDKIDS ALONG FOR A CAMPING TRIP. WE SEE THEM DRIVING.

LEGAL: AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

4. THEY ARRIVE AT THE CAMPSITE.

LEGAL: You must be age 65 or older and enrolled in Medicare Part **A and Part B** to be eligible for a Medicare supplement plan. In some states, plans may be available to persons eligible for Medicare by reason of disability.

5. WE SEE THE GUY FISHING WITH HIS GRANDSONS.

SUPER UP IN BAR: NEW AARP® MED SUPP LOGO

6. SUPER: Freedom to choose any doctor any hospital

LEGAL: Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of

AUDIO

SFX: Opening music up and under...

GUY: The 60s were all about freedom.

GUY: And now, in my 60s, they are again.

GRANDSON: Grandpa, are we there yet?

GUY: I have the freedom to do what I want and go where I want.

GRANDSON: Grandma come on!

GUY: Freedom is what I like about my Medicare Supplement Insurance. I can see the doctor I want — where I want. Anywhere in the country.

ANNCR VO: Now your 60s can be a time of freedom again—with AARP Medicare Supplement Insurance plans insured by UnitedHealthcare Insurance Company.

ANNCR VO: Because any doctor or hospital that accepts Medicare will accept **a** Medicare Supplement Insurance **plan**. Anywhere in the U.S.

New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4).

Call toll-free for information and a quote 1-XXX-XXX-XXX (up and present for remainder of spot), alternates with TTY XXX

7. GUY TALKS TO THE CAMERA.

LEGAL: Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

8. SUPER: Medicare Part B pays about 80%
You pay 20% or more

LEGAL: All plans may not be available in your state/area.

9. SUPER: You could save up to thousands on out-of-pocket expenses*

LEGAL: * Medicare Payment Advisory Commission (MedPAC). *A Data Book: Healthcare Spending and the Medicare Program*, June 2008.
<http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf> (15 Jan, 2009) pp. 63, 65.

10. SUPER: The only Medicare Supplement plans endorsed by AARP®

LEGAL: The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare Insurance Company pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.

11. WE SEE THE MEDICARE AT A GLANCE BOOKLET AND INQUIRY KIT. (new graphic)

SUPER: Call for FREE Information Kit

SUPER: Call for FREE Customized Quote

LEGAL: Call to receive complete information including benefits, costs, eligibility requirement, exclusions and limitations. In some states, plans may be available to persons eligible for Medicare by reason of disability.

12. WE SEE THE OLD FOOTAGE OF THE GUY AND HIS GIRLFRIEND ON A PICNIC. B-ROLL OF THE GUY PLAYING GUITAR.

13. THE COUPLE, IN THE PRESENT, SIT AROUND THE CAMPFIRE WITH THE GRANDSONS AS THE GUY PLAYS HIS GUITAR.

GUY: The freedom to do my own thing — without worrying about which doctor I can see.

ANNCR VO: Medicare pays only about 80% of your Part B health care costs. The rest has to come out of your pocket.

ANNCR VO: You could save up to thousands of dollars because it helps pay some of the out-of-pocket expenses Medicare doesn't.

ANNCR VO: And only these Medicare Supplement plans are endorsed by AARP.

ANNCR VO: Call the toll-free number on your screen now and you'll receive a free information kit with a customized rate quote to help you choose the plan that's right for you.

ANNCR VO: You'll learn about plans you can consider to help cover some of the out-of-pocket costs that Medicare Part B doesn't pay.

ANNCR VO: Making it easier to budget your annual health care expenses.

14. THE GRANDSON COVERS HIS EARS.

15. WE SEE THE AARP MEDICARE SUPPLEMENT INSURANCE CARD.

SUPER: Just show your card. No hassles.

16. THE GUY SPEAKS TO THE CAMERA.

17. B-ROLL OF THE FAMILY AT THE CAMPFIRE.

SUPER: Medicare Part B pays about 80%

You pay 20% or more

18. SUPER: Freedom of choice

19. CUT TO ANOTHER 60s-ERA SHOT OF THE GUY ON A MOTORCYCLE WITH HELMET.

LEGAL: AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

20. NOW SCENE DISSOLVES TO THE GUY AND HIS FAMILY RIDING BICYCLES.

21. B-ROLL OF THE FAMILY RIDING BICYCLES.

SUPER: Call for FREE Information Kit

22. WE SEE THE INQUIRY KIT.

SUPER: Call for FREE Information Kit

23. CUT TO OLD FOOTAGE OF THE COUPLE TOGETHER.

24. CUT TO THE COUPLE, CURRENT DAY.

25. AARP® MED SUPP LOGO

Call toll-free for information and a quote

1-XXX-XXX-XXXX

TTY: XXX

TV257ST (9/09)

GRANDSON: Grandpa!

ANNCR VO: And you'll discover how convenient and easy it is to use your AARP Medicare Supplement Insurance. You just show your card. No hassles.

GUY: At this time in my life, freedom is everything.

ANNCR VO: Medicare only pays for part of your health care coverage. You have to come up with the rest.

ANNCR VO: And that's why Medicare Supplement Insurance is such a good idea. It's all about freedom of choice.

GUY: Back in the 60s, I went my own way.

GUY: Why stop now?

ANNCR VO: So call toll-free today for a free information kit.

ANNCR VO: When you call, you'll also receive this free educational guide to help you understand your Medicare coverage options. It's yours free, so call now.

ANNCR VO: And learn how AARP Medicare Supplement Insurance can help make your 60s a time of freedom — again.

Client: AARP/ UnitedHealth Group
Product: Medicare Supplement Insurance
Title: "All About Freedom"
Length: :60 Rebrand (National)
Rev #: Re-edit
Job #: 93-45000-001
Date: 10/15/09
Page: 1 of 3

Base ISCI #:
Producer:
Master:
Record Place/Date:
Edit Place/Date:
V/O Talent:
OC Talent:
Music:
Singer:

VIDEO

COMPONENT CODE: **TV258ST (9/09)** (in lower left for first and last 5 seconds)

1. OPEN ON MONTAGE OF OLD FOOTAGE FROM THE 60s. WE SEE A YOUNG GUY AND HIS GIRLFRIEND IN A VW BUS.

LEGAL: This is a solicitation of insurance. An agent may contact you.

2. THEN DISSOLVE TO THE SAME GUY AND HIS WIFE AT AGE 65. THEY NOW HAVE A MORE DELUXE VERSION OF A VW CAMPER.

LEGAL: AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

3. WE SEE B-ROLL OF GUY AND HIS WIFE. THEY ALSO HAVE A COUPLE OF GRANDKIDS ALONG FOR A CAMPING TRIP. WE SEE B-ROLL OF THEM ENJOYING THEIR TRIP.

SUPER UP IN BAR: AARP® MED SUPP LOGO

LEGAL: You must be age 65 or older and enrolled in Medicare Part **A and Part B** to be eligible for a Medicare Supplement plan. In some states, plans may be available to persons eligible for Medicare by reason of disability.

4. WE SEE THE GUY FISHING WITH HIS GRANDSONS.

SUPER UP IN BAR: Call **toll-free** for Information and a Quote. 1-8XX-XXX-XXXX (up and present for remainder of spot, TTY XXX in some frames.)

LEGAL: Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4).

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AUDIO

SFX: Opening music up and under...

GUY: The 60s were all about freedom.

GUY: And now, in my 60s, they are again.

GRANDSON: Grandma come on!

ANNCR VO: Now enjoy the freedom you want with AARP Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company.

If you're turning 65, or already 65, call **toll-free** now for this free Medicare information kit.

5. WE SEE THE MEDICARE AT A GLANCE
BOOKLET AND INQUIRY KIT.

SUPER: Call for FREE Information Kit

SUPER: Call for FREE Customized Quote

LEGAL: Call to receive complete information including benefits, costs, eligibility requirement, exclusions and limitations. In some states, plans may be available to persons eligible for Medicare by reason of disability.

6. B-ROLL OF THE FAMILY RIDING BICYCLES.

SUPER: Choose Your Own Doctor

Budget Your Annual Expenses

See Any Doctor or Hospital

LEGAL: Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

7. SUPER IN BAR: Call toll-free for FREE Information and a Quote

LEGAL: All plans may not be available in your state/area.

8. SUPER: MEDICARE Part B pays about 80%

SUPER: YOU PAY 20% **OR MORE**

9. SUPER: You could save up to thousands on out-of-pocket expenses*

LEGAL: * Medicare Payment Advisory Commission (MedPAC). *A Data Book: Healthcare Spending and the Medicare Program*, June 2008.
<http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf> (15 Jan, 2009) pp. 63, 65.

10. WE SEE THE AARP MEDICARE SUPPLEMENT INSURANCE CARD.

SUPER: Just show your card. No hassles.

LEGAL: The AARP Medicare Supplement Insurance Plans carry the AARP name and **UnitedHealthcare Insurance Company** pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer. (must be in a separate paragraph)

Along with a free customized rate quote to help you choose the plan that's right for you.

The freedom to choose your own doctor, budget your annual medical expenses,

and see any doctor or hospital that accepts Medicare - anywhere in the U.S. That's what **all** Medicare supplement plans are about.

Medicare pays only about 80% of your Part B health care costs. The rest has to come out of your pocket.

You could save up to thousands of dollars, because it helps pay some of the out-of-pocket expenses Medicare doesn't.

And learn how easy it is to use. You just show your card. No hassles.

11. THE GUY SPEAKS TO THE CAMERA.

LEGAL: AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

12. CUT TO OLD FOOTAGE OF THE COUPLE TOGETHER.

13. CUT TO THE COUPLE, CURRENT DAY.

14. SUPER: AARP® MED SUPP LOGO
Call toll-free for information and a quote.
1-XXX-XXX-XXXX
TTY: XXX

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GUY: At this time of my life, freedom is everything.

ANNCR VO: Call toll-free for this free and vital information today.

And make your 60s a time of freedom — again.